

This seminar is one of the seminars under the SME Service Centres' branding and "4-in-1" Seminar Series.



Seminar

"SME E-commerce and New Market Development Academy Series (6): Practical AI for Cost Reduction and Enhancing Efficiency — Strategies for Building Exclusive Tools and Brand Upgrading"



Registration Method

Interested persons are welcome to attend.

Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
7 October 2026 (Wed) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

With the rapid development of Artificial Intelligence (AI), leveraging AI to expand e-commerce markets has become a prevailing trend. In view of this, following the initial three seminars covering the key areas of "Supply", "Demand" and "Connect", the SME E-commerce and New Market Development Academy series will hold three additional seminars. Experts will be invited to explore the application of AI in the e-commerce sector, helping SMEs utilise AI to enhance operational efficiency and promote brand development. This seminar is the sixth in the series, focusing on AI-driven operational automation and brand upgrading. An expert will provide live demonstrations on how to use AI to build enterprise-exclusive tools for handling tedious daily tasks, and generate a complete Brand Identity (BI) from scratch, which covers practical application scenarios such as creating a dedicated AI social media manager, setting up AI smart customer service, and automating the mass production of brand promotional materials. This seminar aims to help SMEs reduce costs and increase efficiency through AI applications, empowering them to build and upgrade their brands in a cost-effective manner.

Details



Date: 7 October 2026 (Wed)

Time: 3:00 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese

Speaker: **Mr Michael Li**, Vice Honorary Secretary, the Hong Kong
Chinese Importers' & Exporters' Association